ORDER

Order / Rev: 37266 **Orders** Alt Order #: 08864494 Product Desc: issue KLAS 1780 Estimate: Flight Dates: 09/18/12 - 09/23/12 Primary AE: Mike Jones K-WAS Original Date / Rev: 09/13/12 / 09/13/12 Sales Office: National Order Type: **GENERAL** Sales Region: Great American Media Name: Agency Billing Type: Cash **Buying Contact:** Broadcast Billing Calendar: Billing Contact: EOM/EOC 1010 Wisconsin Avenue NW Billing Cycle: Agency Commission: 15% Washington, DC 20007 DSCC Advertiser Name: New Business Thru: A35+ Demographic: 00:10:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/22/12	21	\$44,800.00	\$38,080.00

PO4

LV1

AGY, POL, ISS

Totals

Order Separation:

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
September 2012	21	\$44,800.00	\$38,080.00		
Totals	21	\$44.800.00	\$38,080.00	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Total	
KLAS	30%	\$44,800.00	
Market	100%	\$149,333.33	

Product Codes:

Revenue Codes:

Priority:

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$37,333.33		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$7,466.67		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	8	09/18/12	09/21/12	8 News Now 6a M-F	- CM	6-7a	-TWTF	:30	1	\$1,400.00LV1	0.00 NM	1	\$1,400.00
				8 News Now 6a M-	F								
	8 NEWS	S NOW AT	6A										
	Sta	rt Date	End Date	Weekdays S	Spots/Week	Rate	Rating						
V	/eek: 09/	17/12	09/23/12	-TWTF	1	\$1,400.00	0.00						
	8	09/18/12	09/21/12	CBS This Morning	7-9a CM	7-9a	-TWTF	:30	2	\$1,200.00LV1	0.00 NM	2	\$2,400.00
_				CBS This Morning							I		

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Order / Rev:

37266

Advertiser:

DSCC

Alt Order #:

08864494

Product Desc:

issue

Flight Dates:

09/18/12 - 09/23/12

Estimate:

1780

KLAS

Ln Ch Start End CBS THIS MORNING	Inventory Code Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week -TWTF 2	<u>Rate</u> \$1,200.00	Rating 0.00					
3 8 09/18/12 09/21/12	Live w/Kelly CM Live With Regis & Kelly	9-10a	-TWTF	:30	2 \$950.00LV1	0.00 NM	2	\$1,900.00
LIVE! WITH KELLY	Live With Regis & Reliy							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	<u>Weekdays</u> <u>Spots/Week</u> -TWTF 2	<u>Rate</u> \$950.00	Rating 0.00					
	8 News Now Noon M-F CM	12-1230p	-TWTF	:30	2 \$1,000.00LV1	0.00 NM	2	\$2,000.00
8 NEWS NOW AT NOON	8 News Now Noon M-F							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 5 8 09/18/12 09/21/12		\$1,000.00 3-4p	0.00 -TWTF	:30	2 \$1,600.00LV1	0.00 NM	2	\$3,200.00
	Ellen	0-4p	1	.00	2 01,000.00211	0.00 11	-	V 0,200.00
ELLEN <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12		\$1,600.00	0.00					
6 8 09/18/12 09/21/12	8 News Now 4p M-F CM	4-5p	-TWTF	:30	1 \$1,600.00LV1	0.00 NM	1	\$1,600.00
8 NEWS NOW AT 4PM & 43	8 News Now 4p M-F 30PM							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 7 8 09/18/12 09/21/12	-TWTF 1 8 News Now 5-630p M-FCM	\$1,600.00 5-630p	0.00 -TWTF	:30	2 \$1,700.00LV1	0.00 NM	2	\$3,400.00
	8 News Now 5-630p M-F				•			
8 NEWS NOW ROTATION Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12		\$1,700.00	0.00					
8 8 09/22/12 09/22/12	8 News Now Sat 5-7p CM 8 News Now Sat 5-7p	5-7p	S-	:30	1 \$2,500.00LV1	0.00 NM	1	\$2,500.00
8 NEWS NOW AT 5PM-SUN	•							
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$2,500.00	Rating 0.00					
9 8 09/18/12 09/21/12		7-8p	-TWTF	:30	2 \$3,000.00LV1	0.00 NM	2	\$6,000.00
ET/INSIDER	7-8p Rotator							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12		\$3,000.00	0.00			0.00.101		£40,000,00
10 8 09/19/12 09/19/12	Wed 10-11p CM CSI	10-11p	W	:30	1 \$12,000.00LV1	0.00 NM	1	\$12,000.00
C.S.I.								
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week	<u>Rate</u> \$12,000.00	Rating 0.00					
	8 News Now 11p M-F CM	11-1135p	-TWTF	:30	3 \$2,500.00LV1	0.00 NM	3	\$7,500.00
8 NEWS NOW AT 11PM	8 News Now 11p M-F							
Start Date End Date	Weekdays Spots/Week		Rating			į		
Week: 09/17/12 09/23/12		\$2,500.00 1237a-137a	0.00 -TWTF	:30	2 \$450.00LV1	0.00 NM	2	\$900.00
12 8 09/18/12 09/21/12	Craig Ferguson Civi	(12:37 XM-1		.50	_ 	0.00 14191	-	\$300.00
LATE LATE SHOW	Mookdays Snote Mack	<u>Rate</u>	Rating					
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week -⊤wтF 2		0.00					
						Totals	21	\$44,800.00